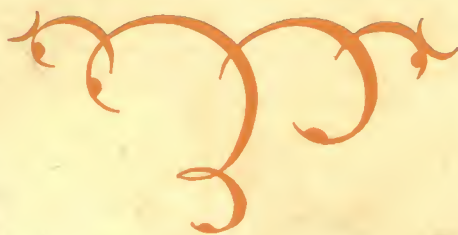




BUILD THE BEAUTY IN





Always look for the above Trade Mark. It is the symbol of quality in the *built-in* field. Behind it is the reputation and experience of an organization that has been in existence over half a century. It is your absolute guarantee of workmanship, material, and lasting satisfaction.

INTRODUCTION

A CERTAIN prominent realtor came to our office and asked to be shown a display of IDEAL BUILT-IN FURNITURE. His very intense interest as well as the character of questions he asked, aroused our curiosity as to the real purpose of his visit.

After spending more than an hour in going over the various items on display, listening carefully to the details of construction of each and particularly questioning us as to the diversity of uses of the many units, he proceeded to enlighten us as to the reason for his interest.

"Recently," he said, "I have had cause to investigate why certain of our homes were selling with apparent ease, while others were particularly slow on the market. The same condition prevails in our rental properties—some always in demand, others we have hardly been able to rent at any price.

"I determined to make a personal analysis of the situation. My visit to your display rooms is a direct result of this investigation. We have discovered that the public cannot be induced to buy any type of home, regardless of how well located, unless it contains modern built-in features. Those who rent dwellings or apartments, we found, had similar views of the subject.

"I came out here today simply to acquaint myself with the advancements that have been made in manufacturing standardized built-in furniture. I am convinced that it is the economic method of *building* permanence, value and beauty *into* the home. It provides undreamed of convenience, permits a more efficient utilization of floor space



and is designed to promote the utmost in cleanliness and sanitation.

"Particularly am I impressed with the character of workmanship. It parallels in quality, smartness of style and craftsmanship, the finest of portable furniture. The excellence of finish will permit any decorative treatment regardless of how elaborate.

"I had preconceived ideas that standardized built-in furniture, manufactured in quantity would have but small elasticity in its usage. That in building a number of homes each interior would exactly follow the other in arrangement. I am convinced I could build fifty homes all in a row and with your flexible units not have a single interior alike.

"Yes, indeed! Built-in Furniture is in demand. I might add, not only is the public demanding it in the homes they buy or build, but we have found that they insist on it to the extent we are planning to incorporate built-in features into every slow selling home we have for sale."

IDEAL BUILT-IN FURNITURE correctly interprets the trend of modern home designing. In turning the pages of this book, please bear in mind that these exceptionally fine and beautiful contributions to the home, may be obtained at a cost far below that which you would have to pay were they designed and produced for you on the job or in the open market.

With IDEAL BUILT-IN units you may create the most artistic and unusual room settings—at a cost that permits you to save enough to make other desired additions to your home and yet remain within your prearranged expenditure.



WM. CAMERON & CO., INC.

PLANT AND GENERAL OFFICE, WACO, TEXAS



The living room—it must possess cozy comfort and pleasing charm.

Of all the rooms of the home, the living room requires the most care in its planning. It must possess a distinct note of cozy, soothing comfort, it must be cordial, and friendly. It must be a hearty invitation to spend quiet hours, reading before an open fire—or with equal grace welcome the noisy, joyous chatter of the family conclave when Bill comes home from school. And for the guest, who after dinner reclines in the big arm-chair, there must be a touch of dignity combined with pleasing charm—an atmosphere of certain correctness without stiff formality.

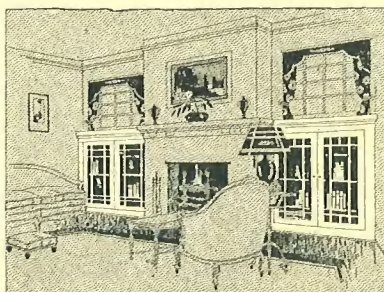
Oh yes! The living room must be versatile. It must be a diplomat. It must present as many diversified appeals as a three-ring circus—and yet without a single trace of self-consciousness.

Surely above that cheerful fire must be a mantel that will blend into the scheme of things. Wide enough to provide a graceful overhanging ledge—a resting place for carefully chosen ornaments or bric-a-brac; thick enough to have a solid, substantial, well planned appearance.

For those quiet hours reading before the fire, there must be books, and if books, then by all means there must be book-cases to harbor them. Gracefully proportioned book-

cases, with wide, deep, adjustable shelves and snugly fitting doors of art panel glass design to keep out dust and dampness.

Then for those family conclaves or when extra guests overflow the available chairs, what can be more inviting than cozy built-in wall seats, piled high with soft comfort-





Ideal Bookcase W-935

A very smart furniture unit. Made in two sizes. Height 4 feet 6 inches; depth 10 $\frac{3}{8}$ inches. Eleven light glass design. Shelves on adjustable ratchets. Doors glazed; hardware not furnished.

PRICE

3 ft. 6 in. width . \$22.00
4 ft. width . . . 22.00

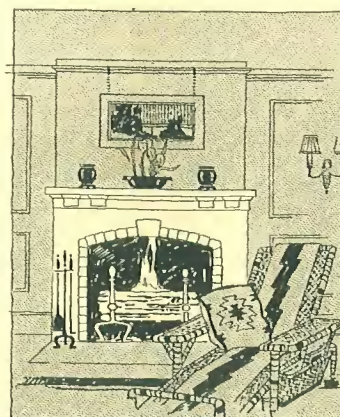


Ideal Seat Unit W-937

A really comfortable seat. Made of White Pine. Height 4 feet 6 inches. Projection from wall to outer edge of seat 14 inches.

PRICE

3 ft. 6 in. wide . \$13.00
4 ft. wide . . . 13.00



Ideal Mantel Shelf W-936

A sturdy beautifully proportioned mantel shelf. Width 9 $\frac{3}{4}$ inches; shelf face 3 inches. Built of White Pine. May be used alone or with bookcases or seats.

PRICE

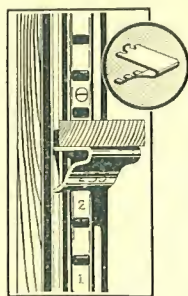
5 ft. Mantel Face . \$12.00
6 ft. Mantel Face . 12.00

able pillows? Wall seats that are designed to be used—not ornaments that are impossible to sit on with comfort.

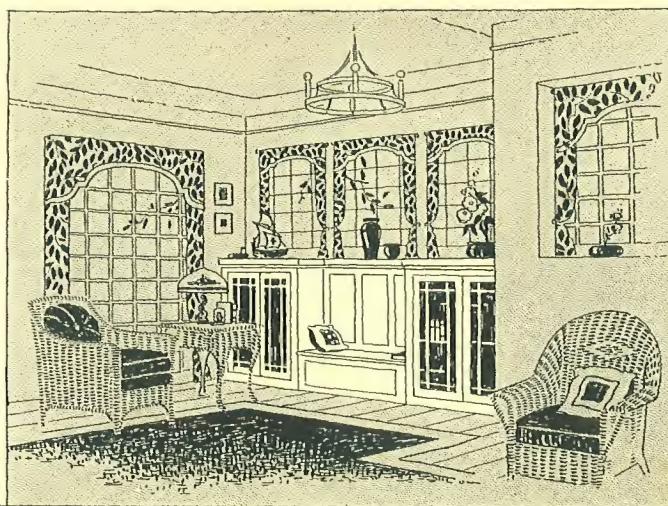
IDEAL has spent many months of study in the design of BUILT-IN Furniture for the Living room. Knowing the requirements of such a room, these units are designed to blend and harmonize into the setting with rare completeness. Such cabinet work is impossible to secure

by the "build it on the job" method, even at a price far above that asked for these units.

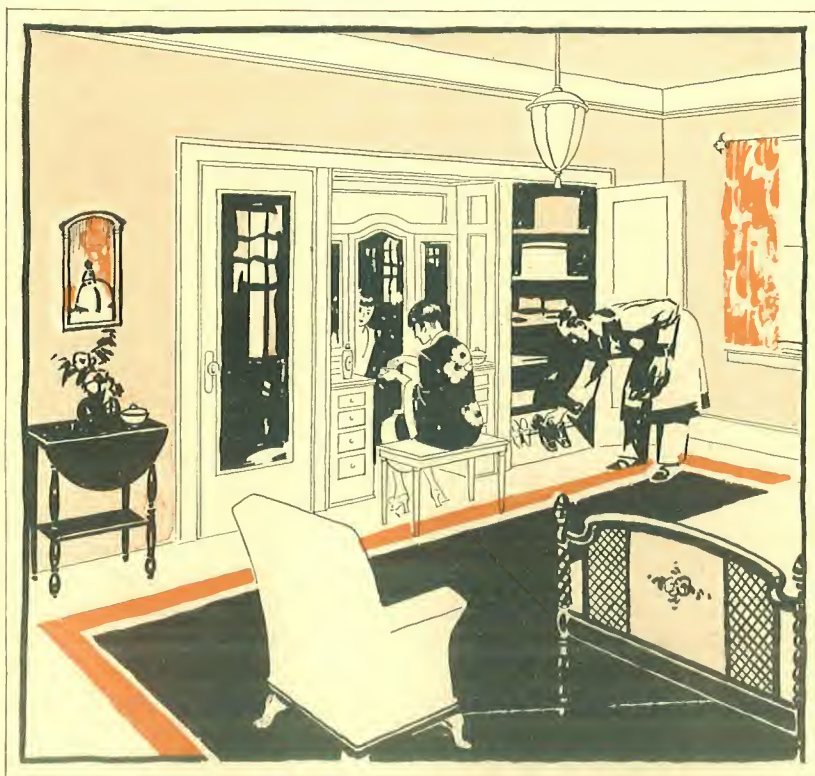
Before you build, or if you contemplate renovating your present quarters, be sure to see the IDEAL BUILT-IN Living Room Furniture at your lumber dealers. It will contribute that final touch of completeness that lifts your living room out of the ordinary and gives it the distinctive character a correct living room should possess.



Showing the adjustable metal ratchet which permits lowering or raising shelves in bookcase.



IDEAL Living-room Furniture is particularly adaptable to use in the sun-room as this view shows. Seats or bookcases may be installed in hallway or other portions of the home.



For her bedroom this beautiful *built-in* vanity with ample closet space.

Here is distinctly the woman's room of the home. IDEAL has definitely catered to her wishes in designing for her a combination built-in vanity, cedar wardrobe and closet—all in one compact convenient unit. This beautiful piece of furniture is built into the wall. The vanity is recessed into an alcove between two closets. A deep center mirror is flanked by two swinging wing mirrors. Two rows of four, deep, easily sliding drawers are at her finger tips.

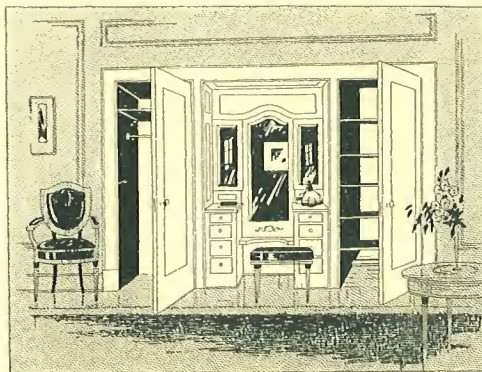
An all-cedar closet at

Vanity Wardrobe Dresser W-955

Complete vanity as illustrated consists of three sections. Either section can be purchased separately. Price complete \$125.00.

Cedar lined closet section	\$40.00
Vanity section . . .	57.25
Shelf closet section . . .	27.75

No trim or hardware furnished. No doors for cedar closet or shelf closet section furnished.



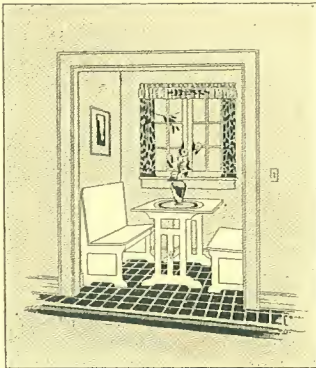
the left provides ample space for hanging her garments with full assurance of complete protection from dust and moths. At the right is a closet containing five roomy shelves with the bottom shelf providing a convenient shoe rack.

For Guest room or milady's own boudoir, this delightful built-in vanity creates new charm in bedroom appointments.

Rough opening required: 9 feet 10 inches wide, 6 feet 11 inches high, 2 feet deep.



Half the pleasure in dining lies in the charm of appointments.



Breakfast Set W-910

This beautifully designed Breakfast Set W-910 contributes much to the enjoyment of the morning repast. Table 4 ft. long, 2 ft. 2 in. wide, stands 2 ft. 6 in. high. Seats 4 ft. long; properly designed to give correct space between table and seats. Can be used in space as narrow as 5 ft. 2 in. or as wide as 5 ft. 6 in.

Price \$21.25

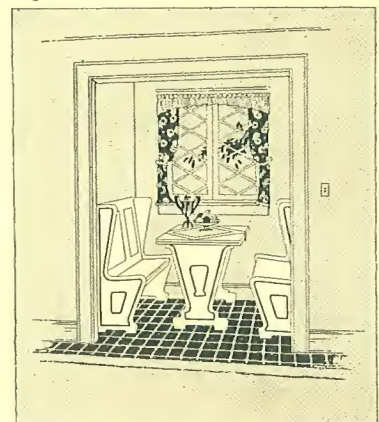
Isn't it true that regardless of the character of the food, half the pleasure in dining lies in the environment. Believing this to be true, IDEAL has executed with consummate skill and flawless precision, built-in units that create an environment for the complete enjoyment to any repast.

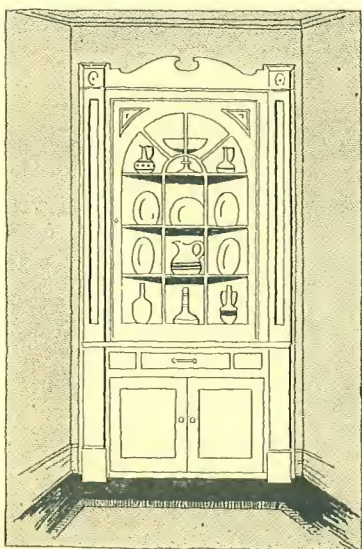
Two uniquely designed Breakfast Sets are offered. One of extremely moderate cost—yet altogether charming in appearance. This set is listed as W-910, and requires but a touch of color to give it a gay, inviting appearance. Breakfast Set

Breakfast Set W-911

Breakfast Set W-911 is a very dainty contribution to the home at a price that makes it unusually attractive. Table 4 ft. long, 2 ft. 6 in. wide; and stands 2 ft. 6 in. above floor. Seats 4 ft. 6 in. long and decidedly comfortable. Can be used in space as narrow as 5 ft. 6 in. or as wide as 6 ft.

Price \$22.25

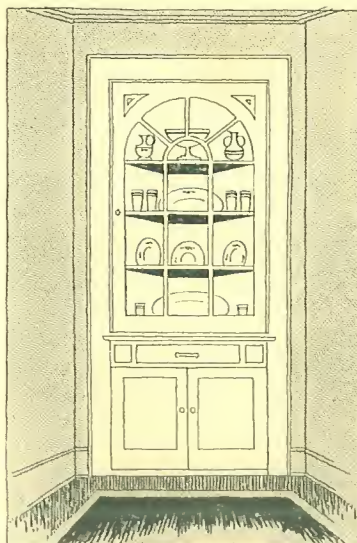




**Ideal Colonial China Cabinet
W-926**

This cabinet is the same in construction as Cabinet W-925 shown at the right, only beautiful Colonial type trim is furnished. Width 2 feet 11½ inches; height 6 feet 10¼ inches; depth 1 foot 6 inches. Hardware not furnished.

Price \$61.25



The Corner China Cabinet gives that often needed extra cabinet space in the dining room for displaying or showing china and cutlery.



**Ideal
Corner China
Cabinet
W-925**

Same in dimensions as Cabinet W-926. No trim or hardware furnished. Built of white pine and of extremely artistic design. The Corner China Cabinet gives an air of completeness to any dining room.

Rough opening required 3 ft. 1 in. wide by 6 ft. 11 in. high. When used in corner dimension on face of angle between walls must be 3 ft. 11 in.

Price \$49.75

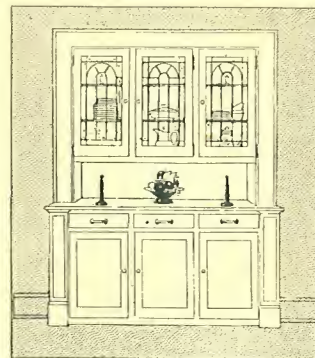
W-911 with its graceful seats, attractive pedestal legs and fluted stripings surpasses in sheer beauty and quality any portable Breakfast Set obtainable at double the price.

These sets require but little space to install yet are entirely comfortable and uncrowded for four persons. Their construction permits you to fasten them to the floor or leave them unanchored as you prefer.

Two corner china closets, one of plain, the other of Colonial trim, may be purchased with complete assurance of absolute correctness.

Colonial Cabinet W-926 is uncompromising in its adherence to true Colonial design. It is a cabinet such as might have been in the days of your forefathers. Cabinet W-925 has combined the modern influence with the excellent cabinet arrangement of Colonial Cabinet W-926. It is the same except that it comes without trim to be trimmed and decorated in unity with the dining room it occupies.

A buffet, unusually artistic in proportions and design is a further contribution by Ideal. A beautiful cabinet top with doors of leaded art glass, rests on a base of closets and drawers trimmed with smartly designed pilasters. In dining room, breakfast room, or pantry this modern buffet will bring ever increasing pleasure.

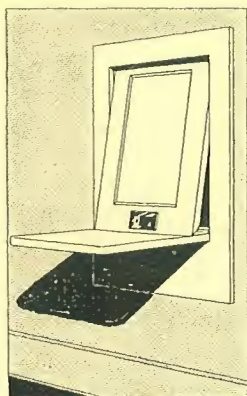


Here is a buffet that will enhance the charm of any dining room, breakfast room or bring added efficiency to the butlers pantry. It is a thing of beauty. Rough opening required 6 ft. 11 in. high by 5 ft. 1 in. wide by 12 in. deep. No hardware furnished or trim for upper section.

Price \$55.50



The Bathroom—wherein man may have the final say.



**Bathroom Seat
W-920**

Every bathroom needs this convenient, sturdy built-in seat. Complete with trim and hardware. Rough opening required 1 ft. 2 $\frac{3}{8}$ in. wide, 2 ft. 1 in. high, 4 $\frac{3}{8}$ in. deep.

Price \$5.50

Every other room in the home may be the realization of some woman's dream. But the Bathroom—surely the man must be consulted here—for upon the conveniences of this room depends his humor for the day.

IDEAL designers however did not forget the interest of the housewife. For her they created a linen closet of most unusual convenience. A cabinet top with large liberal shelves for storing towels and bed linen. A cabinet base with three



Medicine Cabinet W-945

In size and shelf provisions this cabinet offers unusual utility and convenience. Complete with trim. No hardware furnished. Rough opening required 1 ft. 5 in. wide, 1 ft. 9 in. high, 3 $\frac{3}{8}$ in. deep.

Price \$6.50

**Medicine Cabinet
W-947**

The open shelf below eliminates the necessity for extended glass shelf. Complete with trim. No hardware furnished. Rough opening required 1 ft. 5 in. wide, 2 ft. 5 in. high, 3 $\frac{3}{8}$ in. deep.

Price \$7.25



deep roomy drawers for storage. A tilting, completely removable, well ventilated bin for soiled linens and clothing. A shelf between base and top for a decorative touch or linen for immediate use. A unit that provides complete facilities for every storage need and solves at one stroke the problem of an orderly presentable room.

Now! for the man. IDEAL designers have produced two medicine cabinets with his every comfort and convenience in view. One is an all-closed cabinet with beveled plate glass mirror—the other a closed similarly mirrored cabinet with an open shelf below for placing at finger tips his complete and immediate shaving accessories. Both cabinets are models of efficiency. Shelves are adjustable in each to five positions. A 12x16 mirror gives ample vision.

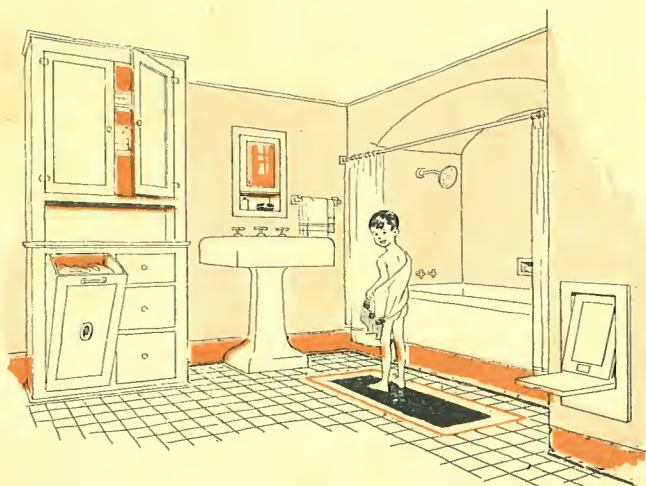
Further to gratify the whims of man—IDEAL offers a folding bathroom seat. It requires but a flip of the fingers to drop it down ready to be sat upon or to fold it up neatly in the wall completely out of the way. It is sturdy and always works. Will support the weight of the heaviest person.



Linen Closet W-946

A linen closet such as you would design. Large soiled clothes hamper with ventilator. Spacious shelves for linens. Three roomy drawers for towels or room necessities. May be set in alcove or out from wall. Hinges applied and catches furnished for upper section. No other hardware furnished. Size overall 3 feet wide; 7 ft. high; 1 ft. 4 in. deep.

Price \$34.00



The Bathroom cannot be too thoughtfully planned from a standpoint of utility—convenience. IDEAL designers have studied the problem and these contributions should add much to this particular room of the home.



Build beauty and convenience in to your kitchen.

"Should the convenience of your kitchen be a thing apart? Is it desirable to take up needed and valuable floor space with kitchen accessories that must be added after the home is built? Do women prefer an efficient arrangement of conveniences that permit all work to be done within reach of outspread arms?"

These were but a few of the questions asked of women in an investigation by IDEAL designers to determine if it was possible to produce a kitchen that would meet a universal demand.

As a result of that investigation and a multitude of experiments conducted over a period of more than two years, IDEAL designers offer to the home manager a kitchen of such rare beauty and practicability that it has been termed the FLAWLESS KITCHEN by women

who have examined it—but could suggest not a single change in design.

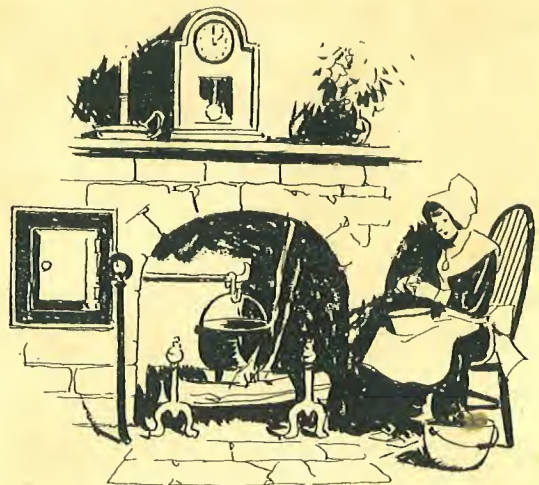
In presenting the FLAWLESS KITCHEN for your approval, there is one feature in particular we desire to call to your attention. Regardless of the size of your room or the number of wall openings, such as doors, windows, etc., IDEAL Series W-960 Kitchen Units may be grouped to provide kitchen convenience and beauty beyond your present dreams.

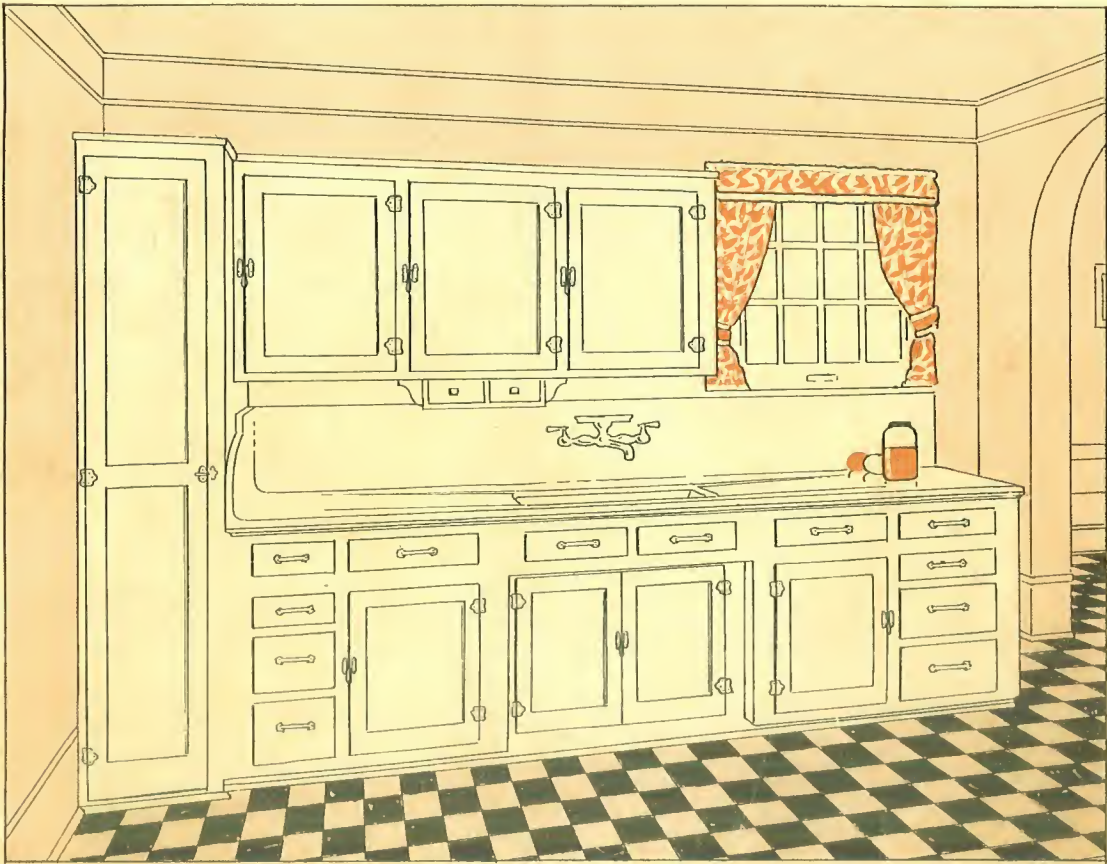
Whether you are building a home costing five thousand or fifty thousand dollars, the FLAWLESS KITCHEN can be adapted harmoniously to the rest of the home. If you are planning to remodel your present home, nothing will enhance its value like building into it this modern FLAWLESS KITCHEN.



This kitchen eliminates waste hours and adds years of youth to life.

Back in the days of our forefathers, while kitchen conveniences were yet unknown, this room of the home held a certain definite prestige. In it the family spent most of the hours of the day. From huge pots simmering above glowing coals came an ever tantalizing fragrance and guests come to visit made of this a living room and passed pleasant hours rehearsing the gossip of the day. When Grandmother was a girl, fourteen hours in the kitchen was a regular routine. Compare the modern flawless kitchen shown above. Realize that this NEW FLAWLESS KITCHEN built into your home means more hours of leisure. It contributes as much to perpetual youth as the modern Beauty Shop.

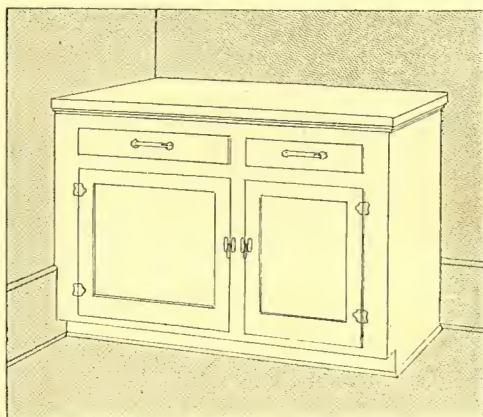




You'll be proud to show this kitchen to your guests.

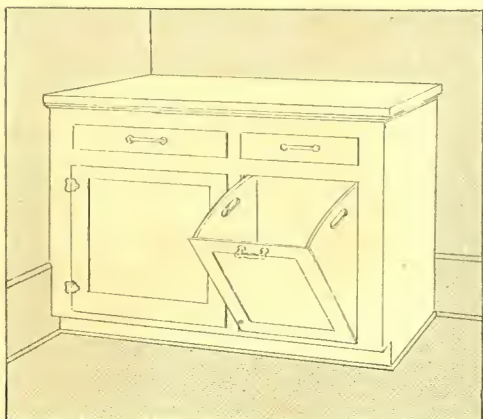


It hasn't been so long ago that only the intimates of the household were ever permitted to enter the kitchen door—guests never. Today "many" and "much" joyous entertainment goes on behind these swinging doors. Beauty has found its way into the kitchen and with its coming, the social prestige of the kitchen has returned. Surely your kitchen must reflect the modern trend. *Build the beauty in* and you'll have a kitchen of which you may be justly proud. A kitchen with ample floor space, orderly arrangement and possessed of rarest beauty. Make it a **FLAWLESS KITCHEN**. On the following pages each separate unit of the **FLAWLESS KITCHEN** is pictured and described.

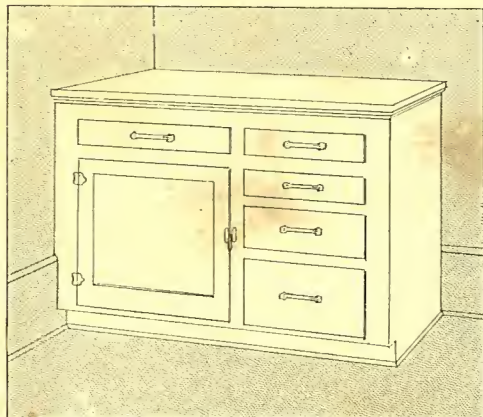


Base Section W-960

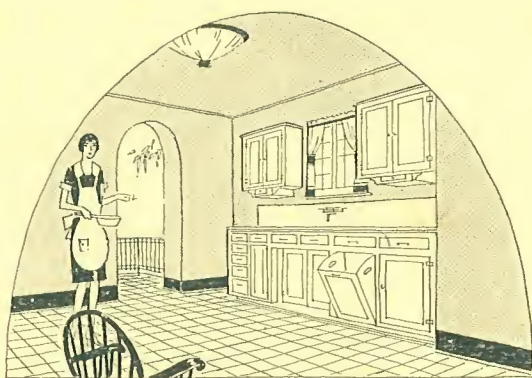
Comes with shelves behind doors of lip front construction so designed for complete sanitation. All base sections can be reduced in height from 36 inches to 34 inches or any portion thereof, in width 4 inches or any part thereof.



Shown with bin. Bin may be completely removed for cleaning. Shelves behind doors. Two easily sliding drawers for Kitchen cutlery.



Shown with tier of drawers and shelves behind door of lip front construction. Drawers slide easily. No binding. Each are deep and roomy.



IDEAL Kitchen arrangements are simply separate cabinets skillfully designed for grouping to meet any requirement of the room in which they are to be built in.

At the left are shown three styles of Base Sections, any or all of which you may include in assembling a desirable Kitchen combination for your home.

You perhaps are not interested in the technical points of construction yet we presume here to point out to you certain points of excellence in order that you may know how impossible it is to build on the job, a duplicate of any of the Kitchen assemblies shown.

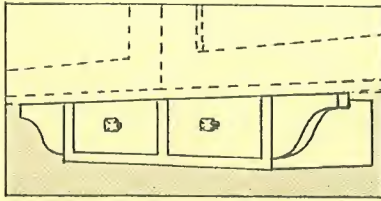
Each unit is built of finest properly seasoned White Pine for body materials such as ends, shelves, faceframes, door stiles, drawer fronts, backs and sides; in fact everything with the exception of drawer bottoms and panels which are of three-ply laminated fir.

Body material is glued up in strips approximately four inches wide, joints are standard double tongue and groove and glued with waterproof glue. Such construction is comparable with that of finest portable furniture. It is permanent, durable, sturdy. Hardwood dowel joint construction is used in face frames and cupboard doors.

All drawers are tongue and grooved both front and back and of lip front construction to eliminate dust. Drawers slide as easily as those in the finest constructed portable furniture. Base Sections come in 2 ft. 0 in., 2 ft. 6 in., 3 ft. 0 in., 3 ft. 6 in. and 4 ft. 0 in. widths. Height 3 ft. overall when drainboard or top is in place. Drain board or top comes as separate unit. Depth 1 ft. 8 1/4 in. Observe ample toe space under all units.

Note the units at the left. They give you a wide variety of shelf and cabinet arrangements. Remember—when you assemble a Kitchen from these units you are selecting the finest cabinet work possible to secure.

For prices see page 14.



Utility Drawers for Upper Section W-960

May be applied to any style of Upper Section shown. Size: height $4\frac{3}{4}$ in.; depth $12\frac{3}{8}$ in.; width 1 ft. $11\frac{1}{2}$ in. Drawer knobs furnished; Brackets and Cleats are furnished to fasten drawers to cabinet. Set up and packed singly in carton.

Price \$3.10



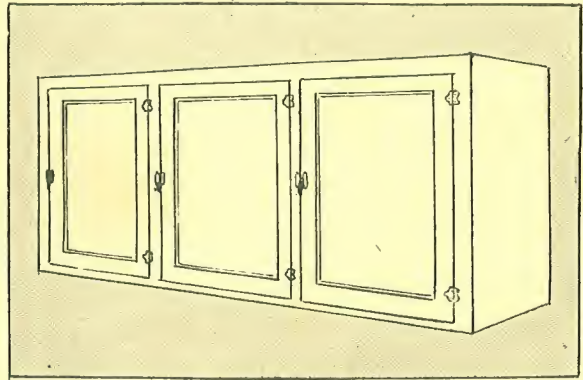
All door hardware is furnished and applied on Upper Sections and is furnished but not applied on the Base Sections. The reason, of course, for not applying it on Base Sections is to permit the doors being hung to fit the individual conditions confronted in the installations.

Note at the right the three styles of Upper Sections designed for your choice. You may readily visualize that your Kitchen may possess individuality with such a range of selection.

Upper Sections are made in the following sizes: Overall measurements. Height 2 ft. 6 in., depth $12\frac{1}{2}$ in. and in widths of 1 ft. 6 in., 2 ft. 0 in., 2 ft. 6 in., 3 ft. 0 in., 3 ft. 6 in., 4 ft. 0 in. and 6 ft. 0 in. Shelves, top and bottom, are dadoed into ends. Doors of lip front construction—dust proof—sanitary.

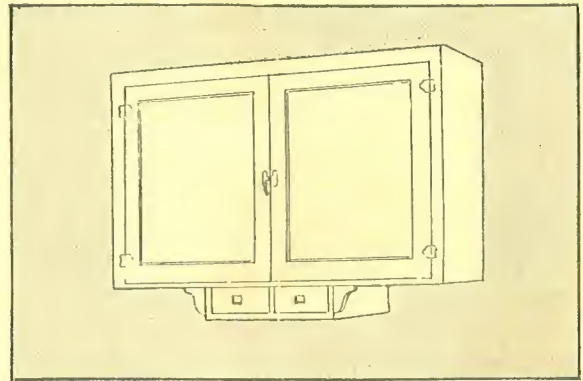
The varying widths of these units permit the architect or contractor to plan their installation to meet any requirement of the room already built or to be built regardless of wall openings. In turning through the following pages you will notice the many different groupings—all of which contribute their part in providing for you a *Flawless Kitchen* of ultra modern design.

For prices see page 14.



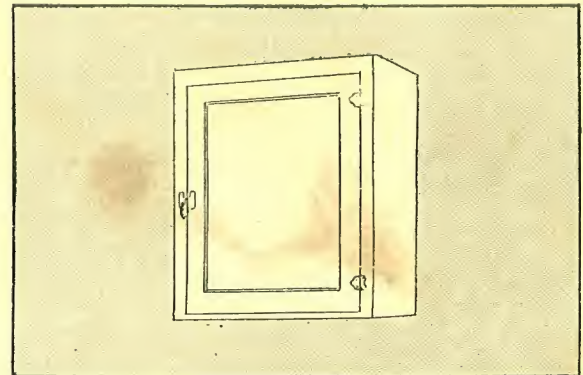
Upper Section W-960

As shown above with three doors of lip front construction with shelves behind. Made in 6 ft. 0 in. width only. Hinges applied; catch and strike furnished. Packed singly in carton.



Upper Section W-960

As shown above with two doors of lip front construction, with shelves behind and utility drawers attached. Made in 2 ft. 6 in.; 3 ft. 0 in.; 3 ft. 6 in. and 4 ft. 0 in. widths. Hinges applied; catch and strike furnished.



Upper Section W-960

Shown with single door of lip front construction with shelves behind. Made in 1 ft. 6 in. and 2 ft. 0 in. width. Hinges applied; catch and strike furnished. Packed singly in carton.



An arrangement for small kitchens or for the pantry.

There is a flexibility about the Series W-960 Kitchen Units which makes them readily adaptable to any requirement. At the left we have a simple combination of Base and Upper Sections together with Utility Drawer unit to make a very convenient cabinet arrangement. Could be used in pantry or in small apartments. There's a Base Section or Upper Section for every need.

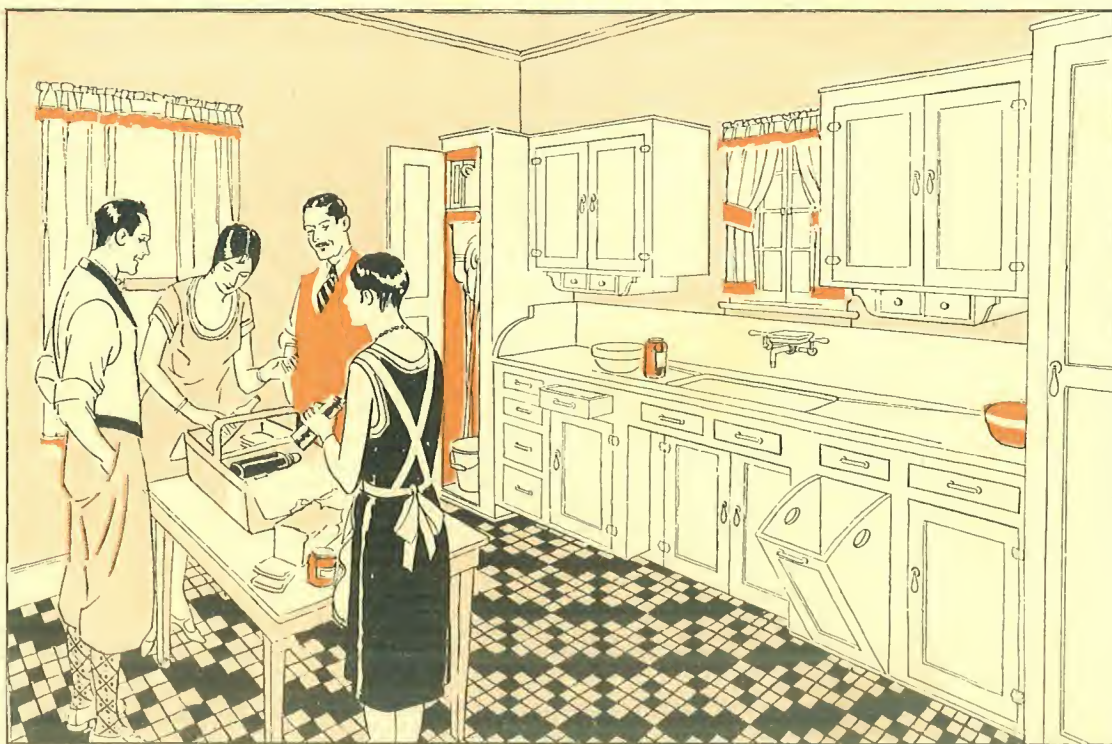
Through standardized production only is IDEAL able to offer such a kitchen at so low a price. Analyze its superior features point by point.

W-960 Upper Section	1 ft. 6 in. width	\$ 7.70
" " "	2 ft. 0 in. width	8.50
" " "	2 ft. 6 in. width	9.45
" " "	3 ft. 0 in. width	10.25
" " "	3 ft. 6 in. width	11.10
" " "	4 ft. 0 in. width	12.00
" " "	4 ft. 6 in. width	19.30
" Base	2 ft. 0 in. width	10.25
" " "	2 ft. 6 in. width	14.00
" " "	3 ft. 0 in. width	15.00
" " "	3 ft. 6 in. width	15.90
" " "	4 ft. 0 in. width	16.70
W-966 Connecting Unit	2 ft. 6 in. width	7.15
" " "	3 ft. 0 in. width	7.60
" " "	3 ft. 6 in. width	8.10
" " "	4 ft. 0 in. width	8.55

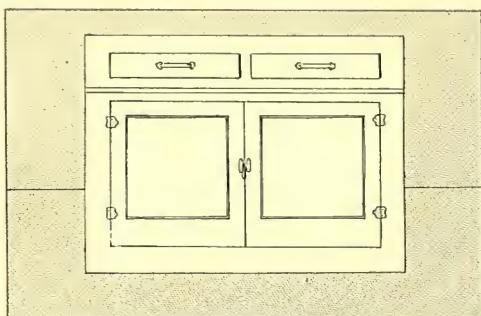
Utility Drawer Section for W-960, Up. Sec.	3.10
Tier Drawers for Base W-960, 2 ft. 6 in. and 3 ft. 0 in. width	4.45
Tier Drawers for Base W-960, 2 ft. 0 in., 3 ft. 6 in. and 4 ft. 0 in. width	5.10
Bins for Base W-960, 2 ft. 6 in. and 3 ft. 0 in. width	3.80
Bins for Base W-960, 2 ft. 0 in., 3 ft. 6 in. and 4 ft. 0 in. width	4.25
Bread Board for Base W-960	1.70
W-905 Broom Cabinet	12.90
W-915 Service Cabinet	16.55
Drain Boards (with Splash Board) 16x24	
sink opening cut in center 8 ft.	10.25
9 ft.	11.55
10 ft.	12.85
12 ft.	15.40
14 ft.	19.75
16 ft.	22.65

Drain boards are dished 18 inches from each end of sink opening. These boards are made of White Pine glued up with water-proof glue and consist of three members: Splash board and large cove mould glued to drain board and machined to receive splash board. Sufficient splash board and large cove mould is furnished to make return ends. Overall width

of drain board $21\frac{3}{8}$ inches, including cove mould, thickness $1\frac{1}{8}$ inch. Made in six lengths as listed above. Splash board installed, overall height, $13\frac{1}{2}$ inches including tongue, thickness $\frac{3}{4}$ inch. For illustrations of drain board installations see pages 9, 10, 11 and 15. We recommend the joining of splash board and drain board with white lead.



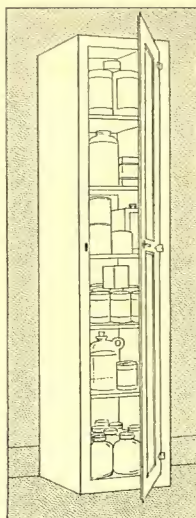
The many groupings of IDEAL kitchen units are almost without end.



Connecting Unit W-966

Here is shown W-966 Connecting Unit. Height of cabinet same as Base Section W-960. Forms a natural inset, and permits the use of standardized plumbing fittings. Material and workmanship of similar quality to other cabinets. Hinges applied; catches furnished, but not applied. No drawer pulls furnished.

Price: 2 ft. 6 in. wide	\$7.15
3 ft. 0 in. wide	7.60
3 ft. 6 in. wide	8.10
4 ft. 0 in. wide	8.55



Service Cabinet W-915

Height 7 ft. 0 in.; Depth 1 ft. 8 1/2 in.; width 1 ft. 6 in. Lip Front Door construction. Hinges applied; Catch and strike furnished. Can be used either right or left. Price \$16.55.

Broom Cabinet W-905

Dimensions are the same as the Service Cabinet. Is also reversible for using on either end of assembly. These two modern accessories to the kitchen are in increasing demand. The modern housewife finds it hard to be without them. Price \$12.90.





Ironing Board W-909

At the left and below are shown views of IDEAL'S finest contribution to Ironing Board efficiency. It is an exclusive patented feature. Special fool proof construction. Cannot get out of order. No pins, dowels or grooves. Simple positive action. Board removable. Made of White Pine and hardwood. Rough opening required 6 ft. 10¼ in. high by 1 ft. 2¾ in. wide, 4¼ in. deep. Board stands 2 ft. 8½ in. above floor. One glance tells you it's the board you've always wanted. No trim or door hardware furnished.

Price \$8.50

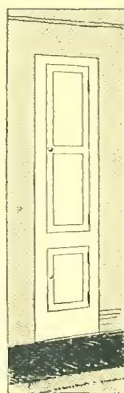
Three sturdy IRONING BOARDS to meet the requirement of any use or price.

Has there ever been an Ironing Board that was just exactly right. We couldn't believe it when we asked a number of women to tell us what kind they preferred.

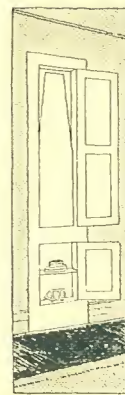
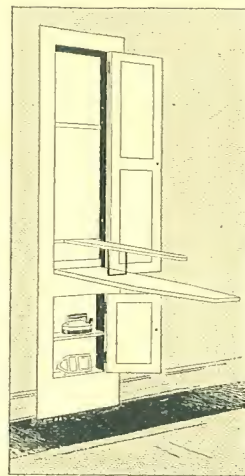
The boards they had wobbled—were too high—too low—trick apparatus, wouldn't work—or they wouldn't stand punishment.

It was rather a hard order to fill but in the three IRONING BOARDS shown here and on page 17, IDEAL designers believe they have met every requirement of use and price.

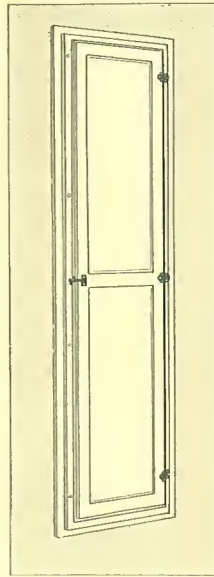
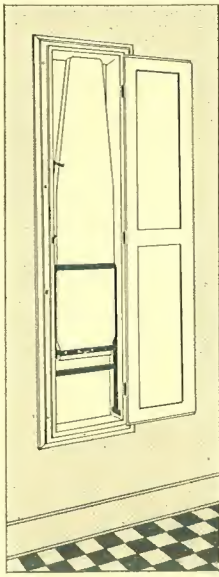
These boards will not wobble. There's no side sway or sag. Two hundred pounds of dead weight on the tip end will not cause them to give. They are built right and priced right. Don't buy any *Ironing Board* until you see these. We leave it to you.



Patented
U. S. Patent
No. 1634426



Ideal Built-in Ironing Board W-909



Ideal Surface Type Ironing Board W-907

A specially constructed Ironing Board that can be applied to the wall in any room without the necessity for cutting an opening. Patent now pending. Dimensions overall: height 5 ft. $\frac{3}{8}$ in.; depth $2\frac{5}{8}$ in.; width 1 ft. 6 in. Made of white pine and hardwood. Action positive and simple. Board removable. Cabinet built up complete with all hardware applied except spring, catch and strike. These furnished.

Price complete \$8.50

To apply W-907 simply locate studding for vertical line of screws. No opening necessary. Locate cabinet 18½ inches up from finished floor to obtain proper height of board.

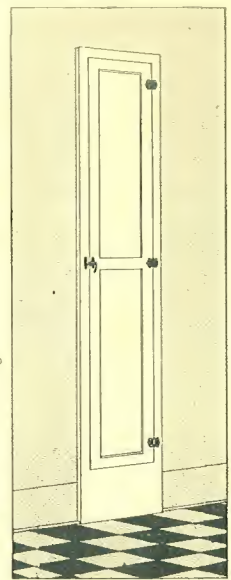
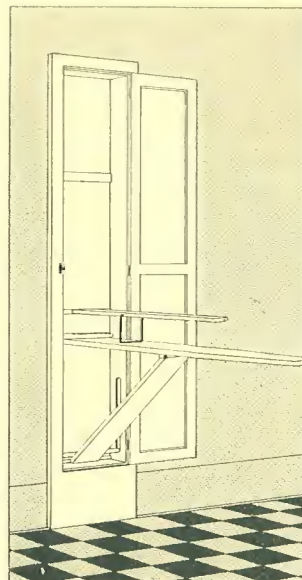
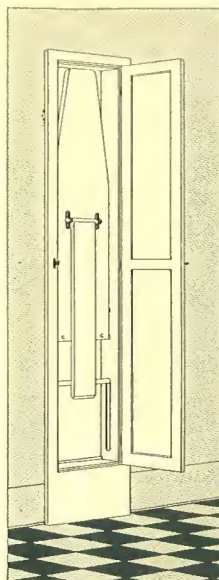
If walls are sheathed simply screw into wall. If your dealer can't supply you with this board write us direct, giving us his name and we will see that you are supplied.



Ironing Board W-908

A moderate priced, sturdy built-in Ironing Board. Made of white pine and hardwood. Rough opening required: 6 ft. $10\frac{1}{4}$ in. high, 1 ft. $2\frac{3}{8}$ in. wide, $3\frac{1}{8}$ in. deep. Positive action. Board not removable. No trim or door hardware furnished. Patent applied for.

Price \$6.00



IDEAL Ironing Board W-908 is as sturdy and dependable in construction as W-909, yet was built to meet a demand for a popular priced board. The board has neither sidesway nor sag even with constant use. Its appear-

ance in the wall is just as pleasing as that of W-909—for the cabinet is graceful and artistically proportioned. You can't go wrong with the installation of any IDEAL Ironing Board. It's simply a matter of choice of design.



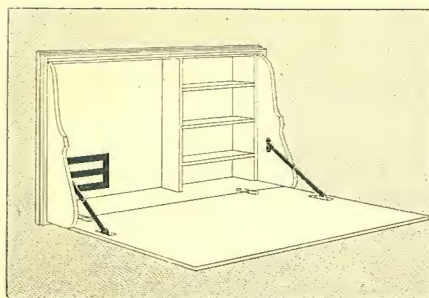
A view of the Phone-a-Desk closed as it looks on the wall.

Two new contributions by Ideal that have found instant approval.

The IDEAL Phone-a-Desk W-942 and the new Ideal Butress Cabinet W-930 are two appealing contributions to the home beautiful. The combination phone and secretary may be installed with becoming dignity in hallway, bed room, living room, sun parlor or den. In fact many



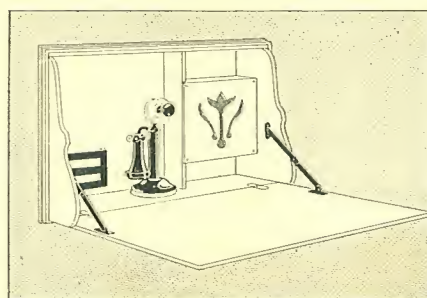
homes have been built with this unit specified in each room. Every growing son or daughter needs a desk of their own. Every hostess or housewife needs one—and the convenience of the phone installed adds greatly to minimizing effort about the home.

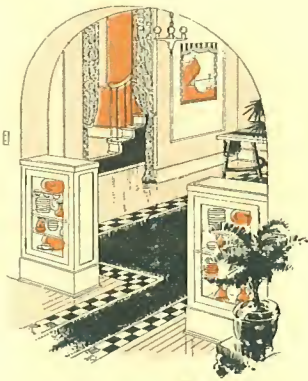


Ideal Phone-a-Desk W-942

The Phone-a-Desk is an exclusive Ideal product. (Patent pending.) Height 1 ft. 8 in.; width 2 ft. 7 inches; depth 11½ inches. Projection from wall into room 7 inches.

Price \$10.75





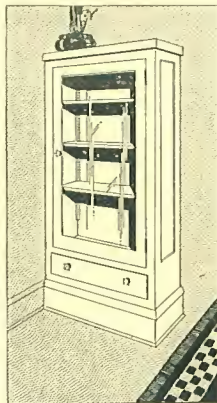
The new Buttriss Cabinet is termed the cabinet of a thousand uses. Its utility as cabinet for china, between dining room and living room, between dining room and breakfast room, or between breakfast room and kitchen is immediately apparent.



Elevation A

Cabinet 5 ft. high brought about by blocking up and mitring a base. Drawer at top. Depth 1 ft. 1 in.

Price 1 ft. 10 in. width
\$15.25
Price 2 ft. 4 in. width
\$16.10



Elevation B

Same details of installation as Elevation A, only drawer is at the bottom. Height of shelf 5 feet. Depth 1 ft. 1 in.

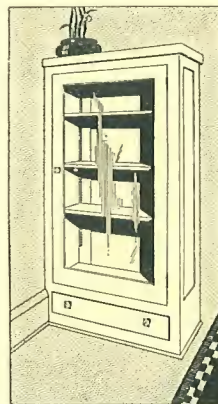
Price 1 ft. 10 in. width
\$15.25
Price 2 ft. 4 in. width
\$16.10



Elevation C

Here the cabinet is only 4 ft. 6 in. high. A base shoe moulding is used at base only. Depth 1 ft. 1 in.

Price 1 ft. 10 in. width
\$15.25
Price 2 ft. 4 in. width
\$16.10



Elevation D

Same installation and same height and depth as Elevation C, only in this instance drawer is used at bottom.

Price 1 ft. 10 in. width
\$15.25
Price 2 ft. 4 in. width
\$16.10

Elevation E

Here cabinet is used without drawer. Height 4 ft. 6 in. Block up cabinet and use mitred base in space otherwise used by drawer. Depth 1 ft. 1 in.

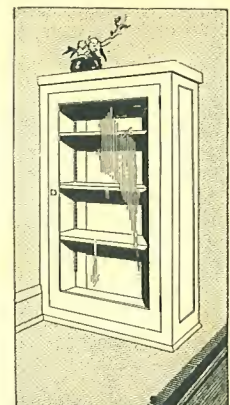
Price 1 ft. 10 in. width
\$14.00
Price 2 ft. 4 in. width
\$14.65



Elevation F

Here we have a cabinet 4 feet high without drawers. A base shoe moulding only is used. Depth 1 ft. 1 in.

Price 1 ft. 10 in. width
\$14.00
Price 2 ft. 4 in. width
\$14.65



It may be used effectively in Dentist's or Doctor's offices as an instrument cabinet. In the professional or business man's office for books. In the home as a cabinet for guns, golf clubs or fishing tackle.

Shelves may be adjusted to any height. Sturdy metal adjustable rachets support them firmly in position. No base mould, shoe mould, glass, or door and drawer hardware

Every modern home needs a TELEPHONE CABINET like one of these.

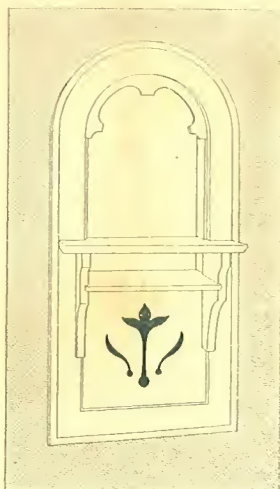
A TELEPHONE cabinet is a modern necessity. It is not a luxury—but a needed convenience. Where to place the phone has always been a problem. Its rightful place is in the wall. IDEAL Built-in Telephone cabinets provide just the proper setting. The cabinet containing the phone box is of openwork design and does not muffle bell. A place for the phone book has been provided. IDEAL Phone cabinets contribute to the beauty of the room as well as providing a practical convenience. Be sure to have one built into your new home. To install one in your present quarters is but small work for the carpenter.



Ideal
Phone Cabinet
W-943

This beautiful circle head phone cabinet is also patented. It is unusually artistic in design. Height 3 ft. 1½ in.; width 1 ft. 6½ in. Perforated panel backed by wire grill cloth. Rough opening required: 1 ft. 2¼ in. wide, 2 ft. 10½ in. high, 4¼ in. deep.

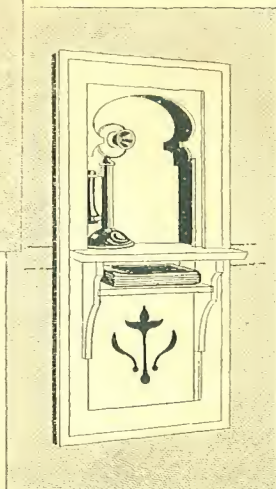
Price \$9.10



Ideal Phone
Cabinet W-944

Here is another patented exclusive Ideal Product. Height 3 ft. 1½ in.; width 1 ft. 6½ in. Gracefully proportioned. Sturdily constructed of White Pine and Fir. Rough opening required same as W-943.

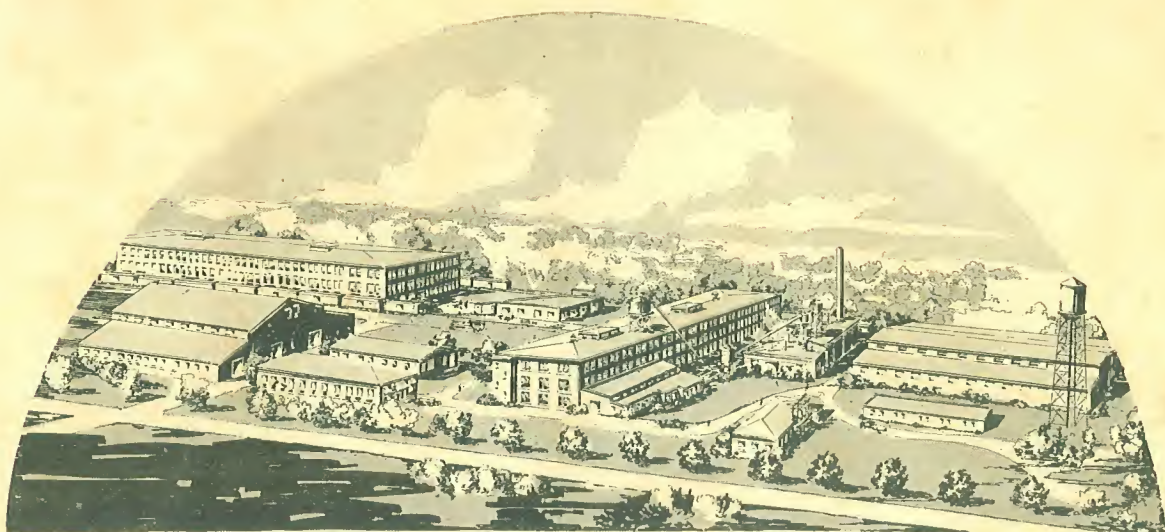
Price \$7.25



How you can secure Ideal Built-In Furniture for your home.

Your lumber dealer should have either a display of IDEAL Built-in Furniture all ready erected for you to see, or else he should have our new General Catalog which describes each unit in detail. It also shows many artistic room assemblies.

If there is no dealer in your town and you desire further information about these units write us direct. We will see that you may secure any or all units that interest you, without a penny of additional cost over the prices shown in this book.



Wm. Cameron & Co., Inc., manufacturers of IDEAL Built-in Furniture is an institution with over half a century of accumulated prestige. The plant is one of the most modernly equipped wood working plants in the United States. It is manned by a personnel of skilled artisans, and master craftsmen.

IDEAL Built-in Furniture has not been produced overnight. Into it has gone the careful preparation of years of study and countless experiments. Until each unit met the test of actual day-in and day-out usage under varying conditions it was not offered the public at large.

IDEAL Built-in Furniture for two years has proven its value on the greatest of all proving grounds—The American Public—and within that space of time has been built into thousands of homes all over the U. S. A. Standardized production gives you a superior product at a much lower price. Such units as we

are offering not only cannot be duplicated in Quality and Style—but if built special for you would cost you at least half again as much and in many instances double the price we are asking. You can now afford the finest of cabinet work—have its richness and beauty—*built in to your home.*

Wm. Cameron & Co., Inc., are also manufacturers of finest quality doors, windows, window screens, screen doors, and interior trim—all produced under the IDEAL trademark—your positive assurance of satisfaction.

Visit your lumber merchant to see and purchase IDEAL products. All details of ordering may be safely intrusted to him. All details of installation may be left to architect or contractor. Each unit comes carton packed with full detail of installation and erection.

IDEAL BUILT-IN FURNITURE will add new charm to every room in your home—and greatly increase the value of your property.



WM. CAMERON & CO., INC.

Manufacturers

PLANT AND GENERAL OFFICE
WACO, TEXAS

